

Chris Murphy elected chair of GHSA

Office of Traffic Safety Director Christopher J. Murphy was elected Chairman of the Governors Highway Safety Association (GHSA) in September of 2006. Murphy was elected by the Association's membership at its annual meeting in Oklahoma City.

"I am truly honored to have been chosen for this office," said Murphy. "I plan to work hard to ensure that California and all states get the funding they need to implement the programs that work."

GHSA is a Washington, D.C. based organization that represents traffic safety agencies nationwide. It covers all the aspects of traffic safety, including occupant protection, impaired driving, aggressive driving, speeding, young drivers, as well as bicycle, motorcycle and pedestrian safety.

Because of its leadership role on the development of national policy, Murphy is working closely with NHTSA and Congress to ensure effective highway safety programs continue and expand. ●

2006 Holiday Stats

Christmas Holiday (Dec. 22-25):

Total killed in motor vehicle crashes: **28**

DUI arrests: **1,351**

New Years Holiday (Dec. 29-Jan. 1):

Total killed in motor vehicle crashes: **38**



OTS Director Christopher J. Murphy addresses the cameras backed by traffic officers from across the nation. Joining Director Murphy for the national launch of the 'Over the Limit. Under Arrest.' campaign on the west steps of the Capitol were CHP Commissioner Mike Brown (not pictured), NHTSA Regional Administrator David Manning and MADD National President Glynn Birch.

National holiday DUI enforcement campaign launched in California

The nationwide holiday DUI crackdown to prevent tragedy from drunk and drugged driving was kicked off in California in December 2006, with law enforcement from throughout the United States, including more than 300 California agencies, on hand to launch the national effort. Officers from Alaska to Minnesota traveled to the Golden State to show their support for one common goal—to help save lives and

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Message from the Director by Christopher J. Murphy

2006 was a year that saw many changes in the Office of Traffic Safety and plans for more. 2007 is shaping up to be even more ground-breaking and I'm excited to be a part of it.

Every day, every week, every month we are moving forward as a performance-based organization, developing and implementing the strategies that focus on our core mission—to obtain and effectively administer traffic safety grant funds to reduce deaths, injuries and economic losses resulting from traffic collisions. Those strategies are paying off.

In the past year, OTS awarded \$103 million to 290 agencies. That's the most funding to the highest number of agencies ever. Recently Governor Schwarzenegger announced the awarding of \$3.7 million, funded through OTS, for 93 police departments to conduct special sobriety checkpoints. Soon \$5.5 million in mini-grants will be heading out to 270 agencies to

carry out seat belt enforcement through the *"Click It or Ticket"* campaign. The traffic safety message is getting out like never before.

We are proud to announce that California's adult seat belt use is up to its highest ever, 93.4 percent, making us the fourth highest in the country, and representing 275,000 additional Californians who started buckling up in 2006. For the state's teens, seat belt usage is up again, to 90.8 percent.

Grantees are noticing positive changes in applying for and administering their grants. For the first time in our 40 year history, 90 percent of all new grant applications were processed by September 15. We have retooled our "Grants Made Easy" program to make the process even more simple and straightforward. We have stepped up our grantee monitoring considerably. Grantee Performance Reviews jumped from 28 in 2005 up to 121 in 2006. Staff has started work on more Web-based tools for submission and tracking of grants.

There are two key messages we will be pushing in 2007. We will be continuing to persuade people to use their seat belts through the *"Click It or Ticket"* campaign, and we are embarking on a bold, new initiative, *"Report Drunk Drivers. Call 911."* This new campaign saw its first major roll-out in the 2006 winter holiday season and indications are that it is already having a positive effect. I want to thank CHP Commissioner Mike Brown and Caltrans Director Will Kempton and their agencies for joining with OTS in supporting these campaigns.

With the hard work and dedication of our terrific OTS staff and our grantees statewide, we will help California drive down traffic fatalities. We're all working toward the same end—the safety of our neighbors, families, friends and everyone who travels the streets and highways of California. ●

State allocates \$3.7 million to DUI checkpoints

With the words, "Driving drunk or otherwise impaired is unacceptable.

I am committed to supporting our state's law enforcement with the tools necessary to detect and remove impaired drivers and keep our roadways safe," Governor Arnold Schwarzenegger announced last December the awarding of \$3.7 million to 93 law enforcement agencies across the state to conduct sobriety checkpoints. The OTS grants supported the heavy enforcement periods throughout the National Impaired Driving

Mobilization effort, including the 2006 December holidays, continuing through September of 2007.

Grants, which range from \$4,000 to \$340,000, pay the overtime costs incurred by participating agencies in staffing checkpoints and targeted patrols. The grants are managed by the Traffic Safety Center at the University of California, Berkeley.

"When more people buckle up and drive sober and safely, we save lives. It's just that simple," said Christopher J. Murphy, Director of the Office of Traffic Safety. ●

STATE OF CALIFORNIA
Arnold Schwarzenegger, *Governor*

BUSINESS, TRANSPORTATION
AND HOUSING AGENCY
Dale E. Bonner, *Secretary*

OFFICE OF TRAFFIC SAFETY
Christopher J. Murphy, *Director*
Chris Cochran, *Editor*

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<http://www.ots.ca.gov>

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2006 saw changes at OTS

New staff members at OTS greeted grantees and others last year. Several new Regional Coordinators came aboard in 2006: Donna Heppner for the North Bay Area, Suzanne Ikeuchi for the South Central Coast counties, Kevin Yokoi for the Inland Empire region, and Patty Wong for San Diego/Imperial. Regional Coordinators work with individual grantees, helping them work through the practical and

fiscal intricacies. Emails, phone calls, faxes and even site visits keep the communication flowing.

Adding to the communication efforts was the addition of two new positions—Law Enforcement Liaisons (LEL). Ed Gebing covers agencies in Northern California while Bill Ehart covers those in the South. As career law enforcement professionals, Gebing and Ehart are uniquely positioned to work

directly with local officers on a variety of grant and traffic safety topics.

Our latest addition is the new Marketing and Public Affairs Manager, Chris Cochran. He will work closely with our nearly 400 grantees as well as the press, private sector stakeholders, advocacy groups, state and local officials and the public in achieving marketing and public education campaigns and events. ●



Bill Ehart



Patty Wong



Chris Cochran



Suzanne Ikeuchi



Kevin Yokoi



Donna Heppner



Ed Gebing

CSU Bakersfield public service campaign targets spring break

California State University, Bakersfield (CSUB) is one of 10 CSU campuses receiving part of a \$750,000 OTS grant aimed at alcohol and drug education and traffic safety. The grant's primary goals are to reduce the incidence of drinking and driving and reduce alcohol-related misconduct by CSU students.

"California is making a strategic effort to reach college students across the state with education on the dangers of binge drinking and driving," said OTS Director Christopher J. Murphy. "The Bakersfield program is

a great example of targeting students at the right place and right time."

CSUB, receiving nearly \$43,000, put the funds to work conducting the 'Don't Get Lost' public service announcement campaign. The first wave of outreach was aimed at spring break, followed by efforts surrounding the annual Oktoberfest event in the fall.

Headquarters for the CSU program is at CSU Fresno, administered through the Division of Student Affairs. Additional participating campuses include Chico, Dominguez

Hills, Fullerton, Pomona, San Diego, San Luis Obispo, San Marcos, Sonoma and Stanislaus. ●





Grantees

Sharing the Road



SEAT BELT ENFORCEMENT DOESN'T JUST SAVE LIVES, IT CHANGES THEM

During the 2005 *"Click it or Ticket"* campaign, Livermore Police Traffic Education Officer Traci Rebiejo pulled over motorist David Friddle. Friddle, driving an older Cadillac, was not wearing his seat belt. Friddle was a large man, weighing in at over five hundred pounds. Officer Rebiejo could tell that he was embarrassed about being too heavy to wear his seat belt. Friddle pulled out the seat belt and showed Officer Rebiejo that the belt was approximately six inches too short for him to be able to clasp it around him.

Although sympathetic to Friddle's predicament, she was well aware of the need for him to be properly restrained while driving. She issued Friddle a citation for not wearing his belt. That could have been that. Officer Rebiejo then took the time to tell Friddle about seat belt extenders and their availability through car dealerships. She offered to dismiss the citation if Friddle would obtain a seat belt extender and install it in the Cadillac.

A week later Friddle came to the Livermore Police Department with a doctor's note asking for consideration based on his morbid obesity. It seems that Friddle was having trouble getting an extender, so tried the doctor's note approach. Still sympathetic, Officer Rebiejo replied that a doctor's note was not going to help him in a collision. Only a seat belt would do that.

On her own, Officer Rebiejo contacted the local dealership and arranged for a belt extender to be shipped to Friddle. The next week, Friddle came to the Police Department with a huge smile on his face and proud that he could wear his now extended seat belt. Officer Rebiejo dismissed the citation. Great service, happy outcome. But the story doesn't end there.

One year later, during the 2006 *"Click it or Ticket"* campaign, Officer Rebiejo was approached by a man as she was working seat belt enforcement. He was wearing a jogging suit, tennis shoes and sweat headband. He had a very purposeful fast pace to his walk. Officer Rebiejo

recognized Friddle, although now markedly thinner than the year before. Friddle then told Officer Rebiejo a remarkable story about how a seat belt ticket changed his life.

Friddle said that after he got the seat belt extender, and was able to wear his seat belt, he felt proud and it sparked the beginning of him wanting to make his life healthier and better. He explained that when you are a very large person everything is difficult. From finding a table you can sit at to eat dinner, to finding a car you fit in. He said that people were always staring at him. All this made him feel unworthy. He said that he basically had grown out of three different cars and the only reason he was able to fit in the car she had originally stopped him in was that the seat back was broken and laid back.

Once Friddle had received the seat belt citation and the subsequent use of the seat belt extender, he began to make changes in his life. He got his diabetes in order and began with light exercise. He began losing

weight. Within a year he had lost over 100 pounds and was excited to lose more. Friddle gave Officer Rebiejo complete credit for giving him the inspiration to become a healthier, more active person.

Friddle's parting comment was, "You made me feel like a person. You gave me a chance. I knew you really cared about my safety. You overwhelmed and impressed me with that."

Officer Rebiejo is proud of Friddle and touched by his comments to her. She knew that she was helping to save lives by coordinating the department's *"Click it or Ticket"* campaigns each year, but she didn't know until then that she was also changing lives.

CITATION SAVES A LIFE

Officers often think they are talking to a blank wall when they tell drivers and occupants that the reason not wearing a seat belt is against the law is to save lives. Sure, they'll buckle up now, but what about tomorrow when there is no law enforcement around?

Continued on next page

When Sgt. Terry Cates of the Vacaville Police Department issued the citation to another in a long list of drivers not wearing their seat belt, he may have thought the same thing. But this was the 2006 “Click It or Ticket” campaign, and both enforcement and driver education were part of the job. This particular driver, Mike Schrammel, acknowledged his error and vowed to use his seat belt in the future.

Imagine the feeling Sgt. Cates got as he read the crash report that hit his desk in late July. Officer Greg Stelzner had been called to the scene. It had all the markers of a fatal collision—high speed and multiple rollovers, T-roof sections gone, doors open, windows down. Without seat belts, occupant ejection would be almost certain. But not today. This driver walked away from his black 300ZX with barely a scratch.

It seems that what Sgt. Cates told Mike Schrammel back in May sunk in. From the day he received the citation, Schrammel wore his seat belt. And on that fateful day months later, he told Officer Stelzner that it saved his life... just like Sgt. Cates said it would.



Sgt. Terry Cates, Vacaville Police Department, issued a citation for a seat belt violation to the driver of this vehicle months before this crash occurred. The driver survived.

SDSU YOUTH COUNCIL DEVELOPS DUI PSAS

The San Diego State University Youth Council developed several drunk driving campaigns that reached tens of thousands of area residents. English and Spanish versions of “Every 30 Minutes Someone Loses a Sister/ Best Friend/Brother” and “Every 30 Minutes a Father/Mother Buries a Child” campaign ads featuring Youth Council members aired during summer 2006 at local area malls.

Their “Winners & Losers in Underage Drinking” media event drew press coverage from all local

television and print. Youth Council members spoke before a special congressional hearing on underage drinking held in San Diego, as well as the Office of Juvenile Justice and Delinquency Prevention Conference. These appearances have led to training and technical assistance inquiries from across the country, leading to their providing training to the Annual Juvenile Services Team Training Conference.

KIDS TEACHING KIDS

The City of Berkeley Public Health Division has made a considerable impact on middle school and high school students.

A youth-driven, peer-to-peer education program has delivered several presentations that promote bicycle, skateboard, scooter, skate and pedestrian safety as well as proper helmet use.

In the grant’s first year, they trained 16 peer educators; had several education presentations impacting over 3,600 students; developed a middle school curriculum; staged two live theater presentations and six public service announcements related to drunk/drugged driving created by local high school students.

Local middle school and high school students also participated in essay and poster contests. The posters were then used to develop a calendar with monthly traffic safety messages. In honor of National Brain Injury Prevention Month, peer educators created and distributed stickers with a traffic safety message for bicycle helmets. ●

You have mail... soon!

Grantees should look to their e-mail boxes soon for the latest in a series of new ways OTS will implement quicker, easier and more effective communications. OTS will be sending e-mail announcements to all grantees to communicate such things as “news you should know,” new key strategies, and other items that grantees can utilize without having to wait for scheduled mailings. We see this as an important addition toward enhancing external customer communication, a vital component of our strategic plan. ●

West Valley High School's DUI program recognized nationwide

In 2004, five Shasta County high school students were killed in four separate crashes, two of which were due to drinking and driving. Their tragedies motivated four of their freshman classmates to help prevent additional alcohol-related crashes in the Cottonwood area.

Students Jake Fuller, John Evans, Ricky Ehlert and Kayla Holub, in partnership with the Cottonwood Citizens Patrol and Cottonwood Partnership Action Council, were awarded a mini grant from the Office of Traffic Safety in 2004-2005 to fund their anti-DUI campaign "Arrive Alive" and again in 2005-2006 for their "Survive. Don't Drink and Drive." program. This year the 2006-2007 campaign, "Don't Drop Dead, Call for a Ride Instead," won national recognition from the Prudential's

Spirit of the Community Awards as the California High School Volunteer of the Year.

During the past four years, the group has grown to 50 student volunteers. This dedicated group has raised more than \$28,700 through community donations, along with the Injury Prevention Coalition. Donations help fund t-shirts, printed materials for two assemblies, promotional items, banners displayed on football and baseball fields, and three banners in high traffic areas in the community.

West Valley High School's goal for 2007-2008 is to not lose a single student to an alcohol-related crash by better educating both parents and students. As Jake Fuller, John Evans, Ricky Ehlert and Kayla Holub graduate this year, their efforts continue throughout the Cottonwood community and inspire others nationwide. ●

'DUI Enforcement' from Page 1



keep millions of Americans safe on our roadways during the holiday season.

On December 19, 2006, California hosted a national media event to launch the "Drunk Driving. Over the Limit. Under Arrest." enforcement campaign. Office of Traffic Safety

Director and Chair of the Governors Highway Safety Association, Christopher J. Murphy, hosted the event on the west steps of the State Capitol in Sacramento and was joined by Dr. David Manning, Regional Administrator for the National Highway Traffic Safety Administration; California Highway Patrol Commissioner Mike Brown; and the National President of Mothers

Against Drunk Driving, Glynn Birch. Additionally, more than 50 officers representing law enforcement from across the nation were on hand to demonstrate their commitment to fight impaired driving.

To maintain momentum throughout December, OTS, along with the

CHP, implemented a statewide enforcement campaign, "Report Drunk Drivers. Call 911" to promote the use of the 911 emergency number to report impaired drivers. This effort complimented sobriety checkpoints and saturation patrols being conducted statewide by 350 separate agencies in 35 counties across the state. Partnerships also helped to deliver the message and were established with Enterprise Rent-a-Car, the California Restaurant Association, California Motor Car Dealers Association, Department of Motor Vehicles and Caltrans. Public service announcements promoting DUI prevention aired on Sacramento's NBC affiliate, KCRA-TV, along with radio stations statewide, Web sites and airports throughout California. ●

Take the law enforcement challenge

Entries are due soon for the Law Enforcement Challenge, where everyone can be a winner in California's fight to save lives through traffic safety efforts. The California Highway Patrol joins with OTS in sponsoring this annual event that gives our state's law enforcement agencies the opportunity to compare their traffic safety accomplishments.

The California Law Enforcement Challenge is a competition between

similar sizes and types of law enforcement agencies. It recognizes and rewards the best overall traffic safety programs in California. The areas of concentration include efforts to enforce laws and educate the public about occupant protection, impaired driving, and speeding.

This competition has no losers, only winners, for saving lives and reducing the frequency and severity of injuries are the true rewards of

law enforcement's efforts. Whether you are the biggest city or the smallest town, do it all or just one part, you can take back an award.

Entries are due March 31, so if you haven't checked it out yet, you should soon. Visit the OTS Web site at ots.ca.gov and click the Law Enforcement Challenge link on the home page. ●

2007 Summit: Celebrating 40 years of traffic safety

Mark your calendar now to attend the 2007 OTS Summit at the Hyatt Manchester Grand in San Diego, April 9-11. The Summit marks the 40th anniversary for OTS, and will set the stage for a stellar year of traffic safety accomplishments.

Many of the new ideas and techniques that have reduced traffic deaths, injuries and economic losses have sprung from or been shared through past Summits. This is the one time and place to discuss the latest traffic safety trends, explore new programs, campaigns and technologies, and celebrate what really works.

"April 9 will feature a Welcome Dinner aboard the U.S.S Midway in San Diego Harbor," said regional coordinator and conference planner, Karen Coyle.

"Summit guests can take part in flight simulator stations and ship tours aboard the longest-serving carrier ship in the history of the U.S. Navy. And we would like to thank our co-platinum partners, AAA of Northern California and Toyota Motor Sales, U.S.A. for making this special night possible."

Conference registration can be made at www.cce.csus.edu/conferences (March 19 registration deadline). And be sure to make your hotel reservations early by calling the Hyatt at (800) 233-1234 and ask for the OTS Summit rate (\$110 plus applicable state and local taxes). Please note that the conference rate is not available for Sunday night.

See you in San Diego! ●

Special thanks to all our Summit partners:



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CALIFORNIA OFFICE OF TRAFFIC SAFETY

March 25-27

2007 Lifesavers Conference

Hilton Chicago
720 South Michigan Avenue
Chicago, IL 60605
Reservations: 877-865-5320

April 1-7

National Workzone Awareness Week

Federal Highway Administration
www.fhwa.dot.gov

April 9-11

OTS Summit - Celebrating 40 Years of Traffic Safety

Hyatt Manchester Grand
San Diego, CA 92101
Reservations: 800-233-1234
Registration: www.cce.csus.edu/conferences

May 14-June 3

2007 "Click It or Ticket" Mobilization

Office of Traffic Safety
Contact: Chris Cochran, 916-262-2975

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